



# e-News From *MAIEN*street

## A Neighborhood e-Newsletter From Councilman Brian Maienschein

March 2002

Volume 2, Issue 3



Proudly Representing  
the District Five  
Communities of:

*Carmel Mountain Ranch*

*Mira Mesa*

*Rancho Bernardo*

*Sabre Springs*

*San Pasqual*

*Scripps Ranch*

*Sorrento Mesa*

*Sorrento Valley*

### Its time for local schools to partner with the city

What was once considered a time-honored tradition of childhood, walking to and from school, can turn into a parent's worst nightmare. Today, many kids must walk along busy streets where vehicle speeds frequently exceed 60 mph and cross six lane intersections that can be intimidating even to adults.

Speeding in our neighborhoods and around schools is a very real and very dangerous problem. All too often, drivers refuse to slow down in school zones, putting those kids who must walk to school at serious risk of injury.

Just recently, a 12-year old girl was walking from Turtleback Elementary in Rancho Bernardo when she was struck down by a motorist. Turtleback is, unfortunately, not alone as many schools in our community have a similar story, many of them ending in tragedy.

Despite the inherent dangers of children walking to school, there are proactive steps that can be taken to protect our kids and insure their safety. But it will take a cooperative and committed effort between the City of San Diego and local school districts to fund many of the safety improvements.

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### One more measure of safety for our community centers

Recently, Deputy Fire Chief Augie Ghio and I announced at the Rancho Bernardo Joslyn Senior Center that I have funded and placed four life-saving Automatic External Defibrillators (AED) in recreation facilities along the I-15 corridor.

The facilities include the Rancho Bernardo Joslyn Senior Center, Scripps Ranch Library, Mira Mesa Senior Center and the Carmel Mtn. Ranch/Sabre Springs Recreation Center.

Funding the defibril-



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## Automatic External Defibrillators

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lator program is critical to insuring the safety of families along the I-15 corridor. Our recreation and senior centers are some of the most widely used in the city and I'm proud to provide an additional safety measure in these facilities to protect the lives of men and women in my community.

An AED is an automated device, **designed for use by non-medical personnel**, that delivers a life-saving electric shock to the heart to halt Sudden Cardiac Arrest and restore a normal heart rhythm. Clinical studies have shown the survival rate increases from 5% to between 30%-70% when an AED is available and used on a victim within three minutes from the onset of a cardiac arrest.

Sudden Cardiac Arrest is the leading cause of death in the United States, killing over 460,000 Americans each year.

The automatic defibrillation program, sponsored by San Diego Project Heart Heat and led by the City of San Diego's Fire and Life Safety Services and San Diego Medical Services Enterprise, is a collaborative effort between the City of San Diego, County of San Diego, the American Heart Association and Cardiac Science, Inc.

The goal of the program is to make AEDs as accessible as fire extinguishers throughout the San Diego region.



*DID YOU KNOW...?*

*THAT OVER 460,000*

*AMERICANS DIE FROM  
CARDIAC ARREST EACH  
YEAR, MAKING IT THE  
NUMBER ONE KILLER IN  
THE UNITED STATES.*

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## School Safety

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At the city level, I have taken action to implement a number of traffic safety measures near schools to slow traffic down by using highly mobile speed monitors, flashing beacons, fluorescent school zone signs, and increased police patrols to ticket those drivers who continue to speed.

These measures, especially the speed monitors, are important because many motorists do not even realize they are speeding through school zones and visual reminders can serve as an effective tool to help slow vehicles down and keep kids safe.

Many of these operational improvements come with large price tags – price tags that, in my opinion, should be shared equally by school districts and the city. After all, the district's responsibility of protecting our school kids shouldn't end at the schoolyard fence.

For example, in Scripps Ranch, three new elementary schools have recently been constructed near Scripps Poway Parkway. As the major thoroughfare into Scripps Ranch, cars can legally drive up to 55 mph – not exactly a safe speed near school zones. It is only a matter of time before another child is involved in a senseless tragic accident walking to or from school.

After a series of meetings with concerned parents, I opted to implement a number of operational improvements on local roads, including a reduction of the speed limit on Scripps Poway Parkway and the installation of large flashing traffic beacons alerting drivers that school children are nearby.

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## School Safety

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Although not a perfect solution, flashing traffic beacons have been proven to provide an additional level of safety for kids by reminding motorists to slow down. However, at a cost of \$25,000, finding the finances to pay for the installation has proven to be a challenge.

So, after committing \$12,500 to the project, I requested that the San Diego Unified School District become a partner with the city and share the costs of the beacons.

San Diego Unified School District declined to do so. But instead of haggling with them and waiting for another school zone accident, I funded the entire project using District Five Infrastructure funds.

A similar situation has arisen within the boundaries of the Poway Unified School District. However, I'm hopeful the final outcome will not mirror the experience with San Diego schools.

As I noted earlier, Turtleback Elementary has recently become the latest school to deal with a traffic accident involving a student. Fortunately, a full span pedestrian bridge is being constructed over Camino del Norte by 4S Ranch. This bridge will provide a high level of pedestrian safety for Turtleback students, keeping them away from busy intersections and speeding motorists. I'm working to fast track this project in hopes that it will be operational by Fall 2003.

But what about safety improvements in the interim? Once again, I've committed half the funding for flashing beacons similar to those used in Scripps Ranch in order to get some safety measures implemented immediately.

And last week I attended the Poway School Board meeting with a number of concerned parents to request that they become partners with the city and fund the remaining cost of the flashing beacons.

To their credit, the Poway Unified Board did agree to meet with my office and the parents to consider the request. Poway Superintendent Don Phillips and the entire PUSD Board have been a pleasure to work with. They are genuinely interested in solving problems and keeping kids safe, rather than haggling and bickering.

Twelve thousand dollars is a small amount of money to insure the protection of our children. Therefore I strongly urge the Poway Unified Board to do the right thing and become a partner with the City of San Diego in creating workable and cost effective solutions that will keep our kids safe and secure from San Diego motorists.

## Defibrillators

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In Nov. 2001 the San Diego City Council approved a partnership with Cardiac Science, Inc. to promote the public defibrillation program, train and certify AED users and track data associated with the program. The council also agreed to fund \$100,000 for the program and purchase 40 units for selected public facilities.

The council has made a commitment to improving public safety by funding the public defibrillation program. By making these units readily available in senior and recreation centers we will save lives, plain and simple.

### **REMINDER!!**

The MAIENSCHIEIN MARCHERS will be at Mira Mesa Community Park on March 16 and 17 for the American Cancer Society's **Relay for Life.**

For 24 hours, the MAIEN-SCHEIN MARCHERS will be walking or running around the track to raise needed money for critical cancer research.

Please come out and join the fun and help stamp out cancer with the MAIENSCHIEIN MARCHERS!!



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It's a pleasure to serve you on the San Diego City Council!!